

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions of claims in the application:

Listing of Claims:

1-27. (Cancelled).

28. (Currently Amended) A system that visualizes web site activity traffic, comprising:
a monitoring component that obtains information related to browsing activity of users visiting a web site;

a component that analyzes the information and parses the users into one or more user groups based on the analyzed information; and

a visualization component that graphically presents user browsing information in one or more windows within a display screen, the one or more windows corresponding to the one or more user groups, respectively, and the browsing information being displayed within a window corresponding to the user group associated with the window, the browsing information within the window being delineated by user into one or more rows such that each row corresponds to an individual user, the one or more rows ordered according to a probability of a behavior based on a location of a user within a group.

29. (Previously Presented) The system of claim 28, the groups being defined *via* a non-restrictive and/or a non-limiting set of similar items that are associated with one another based on one or more common or similar characteristics.

30. (Cancelled)

31. (Cancelled)

32. (Cancelled)

33. (Currently Amended) The system of claim ~~[[30]]~~ 28, the one or more rows comprising one or more units that store information associated with web pages visited by the users.
34. (Previously Presented) The system of claim 33, the respective units within a row being color coded according to a type of web page represented.
35. (Previously Presented) The system of claim 34, the type representing one or more of local news, global news, financial news, and entertainment.
36. (Previously Presented) The system of claim 33, the respective units being associated with intensity levels that indicate a frequency with which a user visits a type of web page.
37. (Currently Amended) The system of claim 36, the frequency ~~further~~ comprising a probability of visiting a type of web page.
38. (Previously Presented) The system of claim 36, the intensity levels ranging from low to high, a low intensity indicating a low probability of visiting a web page and a high intensity indicating a high probability of visiting the web page.
39. (Currently Amended) The system of claim ~~[[30]]~~ 28, the respective rows being associated with an intensity level that indicates a conditional transition probability of a zero-order or a first-order Markov model.
40. (Currently Amended) The system of claim ~~[[30]]~~ 28, the respective rows being associated with labels that correspond to a type of web page represented by the row.
41. (Previously Presented) The system of claim 28, the windows being sorted by a number of users within the group associated with the windows.
42. (Previously Presented) The system of claim 28, the component utilizing an expectation-maximization (EM) algorithm to facilitate generating the groups.

43. (Previously Presented) The system of claim 28, the respective windows being configured to change size to display more rows within a visible region of the windows.
44. (Previously Presented) The system of claim 28, the respective windows including a scroll bar that is utilized to navigate through the rows data displayed within the windows.
45. (Currently Amended) A method that displays web traffic, comprising:
receiving web site user clusters that were generated through one of zero-order and first-order Markov models, respective clusters including information related to one or more web pages accessed by one or more users who display similar web browsing characteristics;
creating individual graphical user interfaces for each cluster;
visualizing the cluster information within one or more rows of an associated graphical user interface; and
sorting the one or more graphical user interfaces ~~based on~~ according to a predetermined typicality measure probability of a behavior based on a location of a user within a cluster.
46. (Original) The method of claim 45, further comprising defining the clusters with a non-restrictive and a non-limiting group of associated items.
47. (Cancelled)
48. (Original) The method of claim 45, further comprising delineating the one or more rows into one or more units that respectively store the web page information.
49. (Previously Presented) The method of claim 48, further comprising employing a color code with the units to differentiate respective units according to a type of web page represented.

50. (Currently Amended) A method for displaying web site user activity according to web site behavior, comprising:

utilizing an expectation-maximization algorithm to cluster web site users by browsing behavior;

displaying user web site activity by visualizing information related to web pages accessed by users with similar behavior in fields displayed within a window; and

employing different intensity levels with respective fields to indicate a ~~frequency~~ probability with which a user visits or visiting a type of web page.

51. (Cancelled)

52. (Original) The method of claim 50, further comprising labeling respective fields by a type of web page represented.

53. (Previously Presented) The method of claim 52, the type representing one or more of local news, global news, financial news, and entertainment.

54. (Original) The system of claim 50, further comprising ordering the windows by a number of users within a cluster.

55. (Currently Amended) A data packet embodied on a computer-readable storage medium that when transmitted between two or more computer components that facilitates visualizing web site activity, comprising:

a plurality of clusters that respectively include users with similar browsing behavior and web pages visited by the users, wherein the information within the plurality of clusters is displayed in windows, based on respective clusters, of a display and the web page information is partitioned into rows within the windows such that each row is associated with an individual user, the one or more rows ordered according to a probability of a behavior based on a location of a user in a cluster.

56. (Currently Amended) A computer readable medium storing computer executable components that facilitates visualizing web site activity, comprising:

- a component that partitions web site users according to similar web site navigation;
- a component that generates a window for each partition within a display;
- a component that displays information relating to web pages visited by the users in associated windows; and

- a component that sorts the web pages information within fields of a plurality of rows that respectively correspond to individual users, the fields displayed employing different intensity levels to indicate a ~~frequency probability with which~~ of a user ~~visits~~ visiting a type of web page, the intensity levels ranging from low to high, a low intensity indicating a low probability of visiting the web page, and a high intensity indicating a high probability of visiting the web page.

57. (Currently Amended) A system that facilitates visualizing web site activity, comprising:

- means for clustering web site activity information according to web site user behavior;
- means for displaying the clustered web site activity information in respective windows;
- means for presenting the web site activity information within respective windows based on similar user browsing behavior; and

- means for delineating the web site activity information into one or more rows within the respective windows, each row represents an individual user of the web site, the respective rows associated with an intensity level indicating a conditional transition probability of a zero-order or a first-order Markov model.